DACA to Degree:
Mentoring Undergraduate Students to Become Higher Education Professionals

/Lenell Hahn
Director of Admissions

/Dulce Maldonado Muñoz
Admission Counselor
145+ Undergraduate Majors
100+ Minors and Certificates
75+ Graduate Programs

Over 30 National & International Accreditations

22 Residence Halls
10 Dining Venues

NCAA D1 Athletics – Ohio Valley Conference

180 Student Organizations
23 Fraternities & Sororities
30 Study-Abroad Options
3000 Students Live On-Campus
Student Population:

- 58% Female/42% Male
- 13% Multicultural/18% including International
- 80% Missouri Residents
- 75% Freshman-to-Sophomore Retention
- 52% Six-year Graduation Rate

Strategic Enrollment Management Objective:

- Southeast will serve as a leader in the State of Missouri in the enrollment of a student body reflecting the diverse global world in which students will live and work.
Catalyst

In fall 2014, enrollment of Latino students at Southeast was 1.6% of headcount as compared to 3.4% at Missouri’s public four-year universities.

On July 1, 2015, Dr. Carlos Vargas became the 18th President of Southeast and the 1st Hispanic President at the University.
Slow Start

• 2015
  – Webinar “Working with Hispanic Students”
  – ¿Necesita Ayuda? Webpage (Do you need help?)
• 2016
  – Attended Hispanic College Fairs in St. Louis, MO
  – Letter from Dr. Vargas in Spanish
• 2017
  – Hired Intern, Dulce Maldonado-Munoz
  – Attended Hispanic College Fairs in Chicago, IL
  – Created semo.edu/espanol website
  – Assisted with print publications
  – Built a network of contacts
  – Conducted visits to churches and schools
Internship Opportunity

• DACA student
  – Campus Involvement
• Open Discussion to better service student population
• Mentoring through college process
  – Communication efforts
En Español

- Spanish website: semo.edu/espanol
- Facilitating interactions with Hispanic speaking communities
- Connecting students to on-campus resources
• Travel piece
  – River Campus

• Promotional Videos
  - Not Just a Lecture (Spanish)
    Southeast Missouri State University
  - It’s Going to be Hard Work (Spanish)
    Southeast Missouri State University
  - Not All Classrooms (Spanish)
    Southeast Missouri State University
  - Message to Parents from Dr. Carlos Vargas (30s)
    Southeast Missouri State University
Interacting with Hispanic-Latino Families and Students

• Developing an outreach network with communities’ leaders
  – Conducting workshops
    • College Knowledge
    • Financial Aid Options for DACA & Undocumented Students

• Attending National Hispanic Fairs
  – Connecting and sharing matriculating experiences with students
Student Organization of Latinos (SOL)

- Peer Mentoring and Support
- Promoting diversity and culture within campus community
  - Celebrating Hispanic Heritage Month
  - Visiting Speakers
    - Mandalit Del Barco, Peruvian NPR correspondent
    - Fidencio Durán, award-winning artist from Austin, TX
Early Results

- Fall 2004 – 16 Hispanic beginning freshman
- Fall 2015 – 33 Hispanic beginning freshman
- Fall 2016 – 44 Hispanic beginning freshman
- Fall 2017 – 48 Hispanic beginning freshman

Next Steps

- Increase Exposure
- Expand Outreach
- Retention Efforts
Spanish Website

http://www.semo.edu/espanol/
Questions

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